PMAIL ORDERS for everything in this advertisement will be carefully filled. To insure prompt attention money must accompany the order. Let Summer Heats Come Now

and let them be ever so trying you will find the store cool and comfortable to shop in. You will also find a multitude of summer comforts and necessaries at prices that will make your visit both a pleasant and a profitable one.

Handsome Summer Silks.

New, Stylish and Low in Cost. In the Colored Silk Section:

24-inch all silk printed Foulards, in a complete assortment of desirable colorings, including the scarce shades of old rose, green, lavender, cadet blue and white, and black and white;

49c regular 65c. quality, at, per yard.....

In the Black Silk Section:

27-inch all-silk black Taffeta, in a strong and durable quality; real value 85c. 69c a yard, at.

27-inch all-silk black Habutal, a choice light summer silk fabric, suitable for lining or dress purposes; real value 55c. yard, 39c at.

39c 44-inch all-silk black Crepe de Chine, a splendid quality, fine finish; value 98c. a 79c heavy quality, brilliant finish; real 1.98

High Grade

20-inch all-silk black Taffeta, a good quality, guaranteed to give satisfaction; value 49c ity, brilliant lustre; value 70c a yard, 59c

made with fresh eggs, in a wide range of delicious concoctions. Per 10c

Refrigerators Made of thoroughly kiln dried ash, finished golden oak.

Hinges and locks of solid bronze. Removable ice chamber and water pipes.

No. 33. Wilth 24 ins., depth 16 ins. 5.98 No. 34. Wi ith 27 ins , depthis ins., 7.98 height 41 ins., ice capacity 40 lbs.. No. 35. Width 25 ins., depth 19 ins., 9.98 height 43 ins., ice capacity 60 bs. No. 36. Wid h 33 ins., depth 21 12.98 ins., height 46 ins., ice capacity 12.98 100 lbs.
Apartment House Boxes at equally lew prices.

Boys'

or black, for

BATHING SUITS, with short sleeves or sleeveless, in navy blue 1.79

Colored Dress Stuffs

for Summer wear in immense assortments of the most desirable fabrics at a notable saving from regular prices. 28 inch Silk Gingham, handsome and cool, 23-inch Silk Chambray, in solid shades of in color stripe effects of pink and white, dark black, white, red, neatly self-figured, a fabric of great popularity, usually white, light blue and white, blue, white and black, etc., etc., at a yd.

25c

40 inch English Mobate Brilliantine, one of

VISIT OUR

We serve delicious Ice Cream at Soda Fountain

and at small tables in Candy Department, such as Bisque Tortoni, Broadway Sundays, Bisque Glace, Tutti-frutti Glace, Nesselrode Pudding, French Cream in fancy forms; also French and American Ice Cream in Vanilla, Chocolate

and Neapolitan flavors, Lemon and Orange Water Ices, Trilbys served with crushed fruits. All these delicious 10c delicacies, worth 25c. a portion, for

Ice Cream Soda Water served with crushed fruits, and fruit syrups, sweet 5C cream or chocolate. Per glass All fancy Soda Water drinks, including those

Candy Dep't.

Soda and

Plaid Back Golf Suitings. For intending travellers, outing and rainy day wear, these materials still hold their own; two very special values to-morrow in serviceable and desirable color mixtures, attractively lined. 54 inch, at, a yard, 56 inch, at, a yard,

edges of shirts and trunks: 3.98
worth \$6.00, for.....

Oil Cloth and Linoleum.

OIL CLOTH, XX quality, 4-4 and 6-4 widths-worth 49c. a square vard, for 15c & 23c Extra heavy SCOTCH LINOLEUM



theroughly seasoned, made of the finest grade of cork, imported to sell for 1.00 a square vd., at 49c regular price 69c. a square yd., for 35c & 29c

Window Shades, in all linen, mounted on durable spring 25c and 29c

Dining Room Rugs

9x9 ft 4.49 9x12 ft 5.75

Indian Fibre Rugs

in very pretty shades of blue and green, an ideal rug for summer use; worth \$1.35

All-wool Smyrna Rugs.

2.98 7.6x9 ft..... 3.75

black, with beautiful combination pure silk stripes on sleeves and bottom of 2.89

shirts and trunks; worth \$4.00

2.89

Boys' two-piece Jersey BATHING SUITS, in navy blue or black, with beautiful contrasting stripes on edge of shirts and trunks. rollers, at, each.... of 5 pieces; fast colored Belgian stripe, made up in best manner 7.50

elsewhere for

MEN'S Summer KNIT UNDERWEAR.

1,500 pieces of MEN'S SAMPLE UNDERWEAR, summer weight; included in this lot are lisle thread, silkoline, balbriggan, merino and gauze; the colors are pink, blue, natural, white and ecru, and blue and white and pink and white and white striped; the quality ranges from 50c. to \$1.00 each; there are all sizes, from 30 to 46 in some of the styles, but we have only a few of any one style; yet the variety is very large (no mail orders filled from this lot); your 35c choice for.....

Women's Umbrellas Half Price. 350 Women's 26-Inch All Silk Umbrellas, in black, navy blue, red and

brown; case and tassel to match; mounted with the handsomest line of 5-inch pearl and silver trimmed handles ever shown; they are made by one of the

very best manufacturers in the most careful and very best manner, and in the regular way could not be sold for less than 2.85

Men's and Bathing Suits.

Men's two-piece, all fine worsted Jersey Men's extra fine and heavy Jersey BATHING

Men's two-piece superior quality fine worsted Boys' two-piece Jersey BATHING 49c

\$5 or \$6 each; we offer you a choice for.....



Sheets, Bolsters &

Pillow Cases.

Made of the Well-Known Water

Twist Sheeting.

Single bed size SHEETS, 1½ yds. 26c wide by 2½ yds. long, at, each

Three-quarter bed size SHEETS, 11/4 32c yds. wide, by 21/4 yds. long, at, each.

Full size bed SHEETS, 2 yds. wide 37c

Large size bed SHEETS, 21/4 yds. 42c wide by 21/2 yds. long, at, each 42c

Extra large size SHEETS, 2½ yds. 47c wide by 2½ yds. long, at, each..... 47c

Full size BOLSTER CASES, size 20c

Hemstitched PILLOW CASES, full 10c

Extra sized hemmed PILLOW 121/2C CASES, size 50x36, at each 121/2C

Full size PILLOW CASES, made 121/2C

PILLOW CASES, regular size, 42x36, 9c

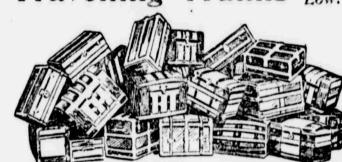
size, at, each.....

Men's and Boys' Negligee Shirts.

Men's and Boys' MADRAS NEGLIGEE SHIRTS, all woven patterns, in a range of more than 50 designs, including the popular blue and white, helio and white, pink and white, &c., in stripes and checks, made and finished in the best manner; all have laundered neck and wrist bands and one pair of detached cuffs; sizes 12 to 18; values 75c. 50c to \$1.00 each, for

Men's fine IMPORTED MADRAS SHIRTS, white, or over 50 of the most des'rable patterns and colors shown this season, pleated or plain bosoms, with one pair of detached cuffs or with plain bosoms and cuffs attached; the

7.6x10 ft., a lot of 25, from \$15.00 10.75 Travelling Trunks Priced Low.



BASSWOOD TRAVELLING TRUNKS, CANVAS COVERED CANVAS COVERED TRAVELLING corners and clamps, sheet iron bottom,

canvas covered, with sheet steel corners and TRUNKS, malleable fittings, Victor lock, large clamps, 3 centre bands, sheet iron bottom size end bolts, with tray, for size 36, 3.25 TRUNKS, with narrow hickory slats, solid tray, for size 30, regular price 2.25

ends, clamps and knees all riveted on, brass lock, two trays, cloth lined, for 5.49 size 32, regular price 7.50 5.49 CANVAS COVERED TRAVELLING TRUNKS, brassed fittings, lock and end bolts, valance and body clamps, 2 heavy leather straps, with tray, cloth lined, 5.98 for size 36, regular price 7.49 5.98



Wonderful Shoe Values

Women's Genuine Patent Calf Mannish Oxford Ties, with English welted soles, Women's Russia Calf, English welted sole Oxford Ties, and Women's hand turned glazed Kid Oxford Ties; value up to \$3.00 a pair.

Women's Patent Leather Boots and Oxford Ties, with hand sewed welted soles, tan and black kid Oxford Ties, and Boots, heavy soles, light soles, and military, Cuban and Louis XV. heels; all \$3.50 values.



CANVAS WEAVE HAMMOCKS, in assorted golf designs, with steel spreader, pillow, valance, &c., value 2.98, 1.98 CANVAS WEAVE HAMMOCKS, in black assorte i stripes; pillow, valance and 2.49 spreader; value 3.49, for....

s Dry Goods Co. SIMPSON, CRAWFORD & SIM

Waists---Another Evolution---the Button-back.

In the realm of Fashion one style hangs upon another. The universal use of Straight Front Corsets set wits to work to help out the effect. In the new Button Back Waists there is much grace and shapeliness. An erect position is obligatory, and amply paid for by the trim, youthful looking form resulting.

Examples in White Waists---Button Back. Empire style, entire front of tucks......98c Empire front of fine embroidery; especially dainty.................2.98

White Waists. (Open Fronts.) Hemstitched and tucked 89c

lace and embroidery insertion 1.48 box tucks, white and colors. 7.45 Beer, in silk, linen and dotted 15.00

Bathing Suits

for Women and Children.

red or white.

Silk Waists.

In black and white striped 5.00 Surah, tucked Empire fronts,

A Particularly Striking Item in Colored Waists

effects, all colors, fancy pique 1.25 stock and colored tie

Closing Model Waists

With fine embroidered fronts; also In Crepe de Chine, Empire front of From Paquin, Doucet, Raudnitz and

The Useful and Smart Summer Dress.

2.95, 3.75 and 5.50

Women's sizes, 34 to 46 (\$2.95 Long Coats of Mercerized 14.50 \$3.75 Misses' sizes, 12 to 16 \$5.00

Short Skirts, for pedestrians or golfers; a necessity at seashore or mountains; in check or plaid back material, light weight, tailored

Wash Skirts of Linen and Pique, plain tailor Stylish and practical, black or blue brilliantine, finished plain or with combination of

Children's sizes, 4 to 10 \$7.50

Still a Sale of Oxford blue or brown; nicely 3.90 SILK ETON JACKETS, In two-toned wool material or 5.00 5.00 and 8.75.

Model Gowns of Wool & Silk at Half Price. Linen and Cotton Suits, beautifully tallored, smart and practical, perfect hinging skirts, waist in latest mode.

7.75, 13.75 and 18.00

Capes.

Tourist Capes, in black, blue or 5.00 Oxford. Oxfords, blues, browns, plaid back, former price averaged \$7.50; while they 3.75 Unprecedented Sale of

Trimmed Hats. A collection has been formed of

TOQUES, HATS and TURBANS with the idea of offering incomparable values

6.00 and 8.50

Numbered among them are Hats originally sold for double the money and more.

ON THE MAIN FLOOR.

120 dozen Natural Tuscan Braid shapes, at...... 48c We believe this price to be unequalled at

any time, in any place.

At adjoining counters are choice lines of

Montures and Wreaths,

offered with the specific idea of trimming the above Tuscin Braid Hats—including the newest, best flower effects; Monday..... 95c

All that is bright and novel in

Stiff Trimmed Hats.

"All" is a sweeping, elastic word, covering more novelty and original, exclusive productions than we can begin to describe. The ideas of our artists set the fashions for New York.

Straw in all forms—in combina-tion with silks, feathers, breasts, ribbons and velvets.

100 Trimmed Tuscan Braid Sailor Effects (the shape alone worth 1,75)-trimmed

with soft feather breasts, (black or white)

Cn2 Hundred and Ten Thousand (110,000) Yards of

POPULAR, CHOICE WASH GOODS

Go on Sale, on the 4th Floor, in Two Lots at

This deal was closed after long and difficult negotiations. Difficult because the makers knew full well the choiceness, value and styles of the goods, and, at first, were deaf to any arguments that involved breaking regular prices on fabrics produced within the past 60 days.

But finally, figuring on the vast quantity, and the preceding slackness of Cotton Goods trade (due to adverse weather), they came to our terms and we

BOUGHT AT PREPOSTEROUSLY LOW FIGURES.

Pick up any piece of the 2,750, and there is not an iota of difference in the fineness of a single yard in the respective classes. Buyers will come, examine the dainty colors and beautiful patterns, and say off-hand: "Here are the very shades and designs I set out to buy." If the mills of America were ransacked to-day with the idea of finding similar goods to sell at our prices, the cost would daunt the most determined merchant.

The Lace Stripe Lawns at

bring 121c in the best houses, not now and then, but

The Dainty Dimities at

were made to sell (and do sell) at 15c., competing with regular 22c. importations.

With the room available on the Fourth Floor, this Sale can be comfortably handled—and there alone. To-morrow we inaugurate our Greatest Wash Goods movemennt.

Laces. - (Main Floor.)

Arab Lace All-Overs, plain and cut work designs, really \$1.50 98c French Valenciennes Laces, an assortment complete at every point, many exclusive patterns in edgings and insertings of every width; ivory and butter colors. 5c to 25c yd.

Neckwear.—(Main Floor.)

Linen Collars, with embroidery turnover...... 10c Embroidery and Lace Turnover Collars...... 22c Pique Stock Collars, straight and turn- 15c and 18c over.

Batiste, Grass Linen and Mult Ties, polka dot and lace 35c Sailor Collars, in plain and tucked grass, linen 59c and 79c

First Sale of

Between novelties whose practical useful-

ness insures their welcome, and a great host

of more every day kinds, this sale has thou-

sands to offer. With no single exception

prices figure far under the full fair valua-

Figured Lawn Wrappers...... 98c

In Lawn and fine Percales......1.47

Some quaint Oriental Kimonas in the weird and wonderful

Eastern color, are here right from Japan. The "Mikado"

and other Anglo-Japanese operas have made 2.75 their look familiar

are read, values realized and quickly distributed.

Art Embroidery.—(Fourth Floor.)

Russian cut work is looked on very favorably for collar designs. Some very beautiful novelties have just appeared. Very attractive, too, are additions to the lines of stamped Renaissance, in Patterns, Fans, Parasol Covers, Revers, Boleros, Robes, etc., introducing unique styles of Lace-Braids, in cream, white, ecru and black. The educational services of Mr. Nagahama are extended

FREE to all purchasing embroidery materials here. This noted Japanese artist will continue the daily classes. The "Gibson" Pillows ---

No well arranged Pillow Corner is perfectly up to date withou some of those accepted novelties. Gibson's art is emineral human and appealing. The six latest subjects—Wasting Time—Wireless Telegraphy—is a Caddy Always Necessary? —The American Girl—Here It Is Xmis—Picturesque The American Girl-Here it is Alias America—are admirable examples of fine, free drawing 50c and interesting phases..... Top with back.

Summer Home Comfort Hinges Largely Upon the Environment.

Summer Wrappers. From the resources of a stock drawn from every noted centre, we merely mention the most prominent values -Under that head fall Negligees, Kimonas, Sacques and extraordinary values in every sense.

Peasant Dresses. We begin this sale with the comfortable Lung Chow China Mattings, seamless, fresh, pliable straw, usually sold at 9.00 per roll of 40 yds, reduced to...... 6.95 certainty that the garments are already half sold. Every summer we make an announcement. Unfailingly the item s Opaque Window Shades, reliable spring rollers, each22c John King's Scotch Holland Shades, made to order at lowest prices. Valance Hammocks, with spreader and pillow, at98c Loose Dust Covers for Furniture, suites of 5 pieces, made from fine imported striped damask, at, per suit........ 8.75

Bedding Outfits--Combination Offer. White Enamelled Bed, brass trimmings, 11/4-inch post, bras:

spindles, mounts and vases. A 5-inch border Mattress, made in the layer combination principle, soft and elastic, good tick. A Woven Wire Mattress, with iron frame,

Peasant Dresses, full skirt, waist attached.................. 98c up Live Geese Feather Pillows, 22x28 in., steam cleaned and 1.45 odorless Good Feather Pillows, odorless, 22x28 in., best ticking, 85c each..... Estimates furnished for Awnings, samples of materials submitted Lace Curtains cleaned to look like new. Will store until fall

50x36.....

Men's Warm Weather Clothing.

Alike adapted for the shore, mountain or country-sea or land.

Plain blue or black Serge Skeleton Coats, satin yoke, seams satin felled, 3.95 Military Duck Pants, extra wide hem, made in a strictly high class manner.. 98c Plain White and Fancy Duck Vests - 98c variety of patterns....... Men's and Boys' Jersey Bathing Swimming

Suits—plain colors and combination stripes 89c

Misses' Dept.

The policy that gives women only the best in warm weather wear places these opportunities before young

Misses' Shirt Waists, of colored chambray and madras, also plain and fancy white 85c Misses' fine lace stripe lawn and mercerized chambray waist, with stock 1.50 Misses' extra quality golf and 5.00 pedestrian skirts, finely tailored....

The name of "Dwight Anchor" is a rock

Sheets and Pillow Cases. These prices are the limit of value-

Sheets.

54x90...... 35c 81x90...... 49c 63x90......... 40c 90x90....... 55c 72x90 45c 90x99..... 59c 90x108..... 65c Pillow Cases. 42x36..... 45x36.

Twentieth St.

Nineteenth St.

Sixth Avenue.

without extra charge.

Sixth Avenue, 21st and 22d Streets.